

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

Claim 1. (currently amended) A bag capable of being carried by a user comprising a shoulder and a hip, for carrying various articles, the bag comprising:

- a. a body comprising a curved side, the curved side of the body configured to engage the hip of the user when the user carries the bag;
- b. a strap coupled to the body for engaging the shoulder of the user when the user carries the bag a user's body above the user's arms; and
- c. a rigid, curved plastic contour panel adjacent to the curved [[a]] side of the body, wherein the rigid, curved plastic contour panel being positioned such that the contour panel is between articles within the and the contour panel curves towards the hip of the user when the bag is carried by the user.

Claim 2. (original) A bag in accordance with claim 1 wherein the contour panel is within the body.

Claim 3. (canceled).

Claim 4. (original) A bag in accordance with claim 1 wherein the contour panel is contained within a wall that defines the body.

Claim 5. (currently amended) A bag in accordance with claim 1 further comprising a foam pad adjacent to the rigid, curved, plastic contour panel wherein the contour panel is coupled to an outer wall of the body.

Claim 6. (original) A bag in accordance with claim 1 wherein the contour panel includes a plurality of through-holes defined therein.

Claim 7. (original) A bag in accordance with claim 1 wherein the contour panel includes a plurality of cavities defined therein.

Claim 8. (currently amended) A bag in accordance with claim 1 further comprising wherein the contour panel includes padding on at least a portion of a side adjacent to the rigid curved plastic contour panel the user.

Claim 9. (currently amended) A bag comprising:
a body comprising a curved side that is configured to engage a hip of a user when the bag is carried by the user;
a strap coupled to the body; and
a contour panel adjacent to the [[a]] curved side of the body, the contour panel being positioned such that the contour panel is between any articles within the bag and being configured such that the contour panel curves towards [[a]] the hip of the user when the bag is carried by the user, and wherein the contour panel includes through holes and ridges.

Claim 10. (previously presented) The bag of claim 9 wherein an inner wall of the contour panel has a radius of curvature of about 16.8 inches.

Claim 11. (previously presented) The bag of claim 9 further comprising foam padding on a side of the contour panel adjacent to the user.

Claim 12. (previously presented) The bag of claim 9 wherein the contour panel has a height of about 9.5 inches.

Claim 13. (previously presented) The bag of claim 9 wherein the ridges are horizontal.

Claim 14. (previously presented) The bag of claim 9 wherein the holes are arranged in a pattern.

Claim 15. (new) The bag of claim 1 wherein the bag is a briefcase.

Claim 16. (new) The bag of claim 9 wherein the bag is a briefcase.

Claim 17. (new) A bag comprising:

a body;

a strap coupled to the body; and

a contour panel adjacent to a side of the body, the contour panel being configured such that the contour panel curves towards a user when the bag is carried by the user, wherein the contour panel includes through holes and horizontal ridges, wherein the through holes are present in or between the horizontal ridges.

Claim 18. (new) The bag of claim 17 wherein the through holes are in the horizontal ridges.